PANAMA CALIFORNIA

EXPOSITION

SAN DIEGO

1915

OFFICIAL DAILY

·PROGRAM·

PRINTED AND PUBLISHED EVERY MORNING
DURING THE YEAR 1915 ON THE EXPOSITION
GROUNDS BY THE

NATIONAL VIEWS COMPANY

OFFICE
SPRECKELS THEATRE BUILDING
SAN DIEGO

PACIFIC ENGRAVING -
SAN DIEGO CAL

PANAMA-CALIFORNIA-EXPOSITION
19 15
THE COMPLETION OF THE PANAMA CANAL
SAN DIEGO

OFFICIAL

DAILY PROGRAM

PANAMA-CALIFORNIA EXPOSITION

1915

SAN DIEGO

1915

Price 10 cents

Safety
First
!
The United
States
National
Bank
BROADWAY
at Second
!
United States
Depositary

Exposition Beautiful

High in one of the sightliest mesas of Southern California, overlooking the sea and the fertile valleys which stretch back into the foothills of the Sierra tablelands of Mexico, has been built the magic Spanish city of San Diego's Exposition beautiful. There are many beautiful gardens in Southern California. There are many parks which have been treated with all the care and artistry of the best gardeners of the southwest, but not one surpasses in beauty the display which the San Diego Exposition presents to the world on New Year's Day of 1915, to remain open throughout the year of 1915, and in its most important features, for the long years to come.

There are many features of the Exposition beautiful which are impressive. Certainly not the least is the permanent nature of the work, and not least either, is the imagination which directed the laying out of the grounds, and the building of the Spanish city.

Three years before the opening of the Exposition San Diego had what it called "Balboa Park," a park only by courtesy of title. Those who knew it in the old days, recall that its slopes were seared and brown, the adobe soil hard baked by centuries of sun. The only growth that it boasted was a scatering growth of sage brush and chaparral and cactus. There were no buildings in those days in the whole stretch of 1400 acres. That was three years before the opening. Today the whole mesa at the center of the park, and the deep canyons surrounding the mesa are changed. It is just the same effect as though some Aladdin had lighted his lamp, or a Merlin had waved a magic wand. The performance is truly magical, but Aladdin died many centuries ago, and Merlin is forgotten, and the style in magic wands has changed. In this twentieth century day there is no lamp that will perform the tricks which that of Aladdin performed. The twentieth century style is a pick andshovel and a trowel, and the wonders of these magic instruments are just as great. One walks or rides up an easy slope from the surface of a thriving twentieth century tidewater city. He comes up a long stretch of parking and to a great clump of palms, he passes between the fronds of this magic of Southern California, and faces a long smooth bridge, whose seven-arched piers rise 135 feet from the pool in the depth of the canyon below. At the far end of the bridge, is a stone gateway, chipped as though it had stood there for centuries. Beyond the gateway is the plaza, with a cathedral on one side, and an old California mission on the other. Beyond is another stone gateway, and out from that stretches the long prado lined with lawn and acacia, with bright colored flowers; and arcades over which clambers a riotous growth of crimson and purple and gold flowers of the semitropics. Rising above the arcades is a succession of buildings; some of mission type; some Moorish; some of the same type which marks the buildings of Spanih America. The prado widens into another great open space, called the Plaza de Panama and from that branch out other calcadas and paseos and quiet little paths, which lead into the broad gardens, into the quiet patios and wind along the edge of the canyons, and command a striking view towards the sea.

Every building on the mesa is of Spanish American type. Every building has a definite meaning to the artist and the architect. Every building has its artistic details, the balconies, campaniles and belfreys, in which swing the mission bells has a definite appeal to anyone who has an imagination. One interesting old structure there is on the lower plateau—La Via de Los Estados, which has been erected by the state of New Mexico. It is a replica of the ancient mission on the rock of Acomo, built at the close of the seventeenth century by the early Spanish friars, who worked their way along the Santa Fe trail.

Looming up from the thick shrubbery at the crest of the canyon, it stands in the natural surroundings of cactus. No rounded arches are there. No other details of the later mission architecture, for this is, by reason of the conditions under which the early Spanish had to work, more Indian than Spanish. Just across the canyon lie

The Painted Desert

—exhibited at the San Diego Exposition.
—A gorgeous and realistic reproduction of an Indian village. There live the Pueblo Indians in their unique mode of living. Hear them sing, see them dance.

The "Grand Canyon"

at the San Francisco Exposition.—It depicts vividly the magnificence and the exquisite coloring of the Titan of Chasms.

The Saint--
to San Francisco
via Los Angeles

—A fast, elegant, and luxurious train of superior equipment and excellent service—with no extra fare.
—Leaves San Diego 1:10 p. m. Leaves Los Angeles 5:15 p. M. Ar. San Francisco 9:55 a. m.

Santa Fe City Office
U. S. Grant Hotel Block

Phones
Main 52
Home 2464—

VISIT THE

Panama Canal Extravaganza

See an actual demonstration of the Full and complete operation of the

Panama Canal

Faithfully carried out on a magnifi- and stupenduous scale

Largest, costliest and most marvelously complete exhibition of its kind in the world.

the Fine Arts building and the Indian Arts buildings, both modeled after the best type of theCalifornia missions, which brings out clearly the century after the missions of the Santa Fe trail. In that century there had come the rounded Spanish arches, the development of the Roman arch, and the century of patios and the close attention to floral beautification.

The California State building is of the highest type of cathedral design with the ornamental frontispiece wrought of the Piccirillis, and carrying as much interest historically as artistically. This great structure, the most expensive on the grounds, is surrounded by a lofty dome with a high campanilli at the corner. In many beautiful details it is copied from the historic cathedral at Oaxaca in Mexico.

These, then, are the Spanish buildings, and beautiful as is their every line, their rarest beauty is in the floral ornament which surrounds them, and almost covers them. Up the arcades climb rose and jasmine and clematis. Over the arcades sweeps in triumphant splendor, the blazing bougainvillea. High up between the belfrys where one thousand pigeons make their nests, fluttering down from time to time into the broad Plaza in search of food from the Spanish attendant, or of the visitors themselves.

No other section in the country could produce a display like this. No other section of the country is free alike from the cold of mid-winter, and the severe heat of mid-summer, and the protracted rainy season which is apparent in most tropical sections, hence, due entirely to the incomparable climate of Southern California, San Diego has been able to open the Exposition on New Year's Eve, and keep it open throughout the year of 1915; hence it has been able to present the most lavish floral display on record, and quite the most extraordinary exhibit of orange orchards, and olive, and vineyards—all growing on the grounds—that has ever been attempted inthe history of world's fairs.

Only by reason of climate has Sen Diego been able to present some of its finest displays out of doors, instead of housing them in great palaces. Only by reason of climate are many of the most enterprising features of the whole Exposition possible. Man has done much at San Diego, but his best labors have been wrought only by the mighty assistance of a loving and ever kind nature. Climate,

Banking Service

finds its highest attainment in the facilities of a modern, departmental bank, for the reason that your every banking need is anticipated and can be cared for.

The Service Of This Institution

combines all the features of a modern

SAVINGS BANK
COMMERCIAL BANK
and TRUST CO.

under one roof, under one management---conservative, yet thoroughly progressive.

Your account is invited.

Southern Trust and Savings Bank

U. S. GRANT HOTEL BUILDING

G. A. Davidson, President

Automobiles having become so numerous that practically all of our Exposition visitors own one, the subject of rubber tires is most interesting to the motorist. Many auto owners have wondered how tires are made and why they are not cheaper. It is now within the power of every Exposition visitor, be he motorist or not, to obtain a better understanding of tire construction and the costly materials used.

The Savage Tire Company of San Diego was the first to manufacture automobile tires west of Chicago. The President and General Manager of the Company is Arthur W. Savage of Savage Rifle fame. It has always been Mr. Savage's motto to make goods of the highest quality in every detail. This policy has been strictly carried out in the manufacture of Savage Tires and the patented Red-Grafite Inner Tubes.

Throughout the different Factory Departments extreme care is taken in each operation; rubber, fabric and chemicals of only the highest grade are used and these materials must pass careful tests before they are accepted. Absolutely no piece work is allowed and rigid testing and inspection of the tires and tubes in different stages of construction are constantly maintained.

The equipment of the Plant having been installed only a few years past, the most improved methods of manufacture and treatment are utilized. The inventative genius of Mr. Savage has enabled him to evolve and perfect new processes and methods that are resulting in the production of such successful articles as the "SAVAGE GRIP," Non-Skid tread and the Red-Grafite inner tube.

The policy of the Savage Tire Company is and ever will be to make the best. Our Exposition visitors are cordially invited to visit the Company's Exhibit in the Exposition in order that they may satisfy themselves that SAVAGE TIRES are real quality, and give service that satisfies.

MADE BY THE MAN WHO INVENTED AND MADE THE FAMOUS

Savage Firearms

SAVAGE TIRES

Embody only the best in materials and tire-making skill.

A visit to our exhibit in the Varied Industries Building will demonstrate to you

Savage Quality

Old Hampshire Bond

"The Standard Paper for Business Stationery"

A man must be proud of his business before he feels any incentive to use
Old Hampshire Bond

Hampshire Paper Company

The Only Paper Makers in the World Making Bond Paper Exclusively.

South Hadley Falls, Massachusetts.

in fact, is directly responsible for the agricultural exhibit, which is one of the most striking features on the grouuds.

There is a definite reason for emphasizing this agricultural display. Mention was made that only a few years ago the site of the exposition was a waste of cactus and chaparrel, and that the labors of man have converted that desert into a rare garden. There are many of the larger stretches of desert throughout the southwest, and these, by the labor of man can be converted into gardens just as beautiful as this. To be more explicit, H. O. Davis, Director General of the Exposition, set out some time ago to find out exactly what the Southwest had to offer; the purpose outlined early in the history of the Exposition—the building up, not San Diego, but the entire west, and building it up by the most scientific means possible. It remained to find out what the southwest contained. Mr. Davis set his statisticians to work, furnishing them with the freight tariffs by rail and water. The statisticians took a carload of steel from Pittsburg, carried it to the eastern tidewater, transferred it to bottoms, brought it through the canal and up the Pacific Coast to San Diego. There it was retransferred to freight cars and carried east by rail.

A similar carload of steel, theoretical of course, was shipped directly west by the all rail rate, and freight costs checked by zones as it traveled. Similar carloads of carpets were carried by rail and water from Worcester to San Diego, and into the back country, and a similar carload all the way by rail. Similar treatment was accorded clothing from Rochester, and furniture from Grand Rapids, and other conditions from other points of origin. The freight costs were recorded vigilantly, and thus there came about a final definite north and south line, verging at the north toward the west, and then cutting definitely through to the coast, which marked the boundary of what could be considered as the Southwest Territory—so considered because goods from the East could be brought into that territory more cheaply via canal to San Diego than in any other way, and because products of San Diego could be carried to the eastern consumer, and the eastern manufacturer more cheaply via the canal and San Diego than in any other way.

Then the statisticians devoted their

White House

CAFE

On Isthmus, South of Ostrich Pyramid

Something to Eat For Your Money

Clean HOUSE HELP ASH

Choice Coffee, Creamery Butter
Pasteurized Milk

F. B. HOLDER, Prop.

PROF. WILLIAMS' HAIR STORE and Toilet Parlors

WIGS AND TOUPEES

Finest Quality and Workmanship, Satisfaction and a perfect match guaranteed.

Hair Dressing and Manicuring and all Beauty Culture by Expert Operators.

FUR DEPARTMENT

Fashionable Fans in stock and made to order. An experienced furrier in attendance. **Remodeling, Repairing** and **Dyeing** old furs a specialty.

Also a complete line of **Masquerade Costumes,** Wigs and Masks.

1024 SIXTH STREET

Land Settlers Wanted

SPLENDID FARM LANDS improved or unimproved, close to railroads, markets and free schools, offered to settlers in **VICTORIA AUSTRALIA** with climate like California.

Irrigated Lands $70 per acre including water right with canals constructed, adapted to Alfalfa, live stock, mixed farming and all kinds of fruits.

Government Irrigation Systems

Terms 3 per ct. deposit and 31 years at 4 1-2 per cent. No broker's fees. Liberal assistance for stock, buildings, etc.

Reduced Passage Rates for Approved Settlers

For free literature and information, ask F. T. A. FRICKE, Official Representative from Victoria, 687 Market Street, San Francisco, Cal. Box 114

A Tribute From the Dean of the State Press

"I do not think there is another paper in this country which can as fairly as The San Diego Union claim that it has always been the leading factor in promoting the interests of the community in which it is published. The Union "has been on the job" from the beginning, and the present prosperity of the city is much due to its energetic, consistent and continuous efforts to acquaint the outside world with the advantages of the fine harbor on which it is situated. I am proud that I was once connected with a journal that can make such a boast."

This tribute to The San Diego Union was paid by John P. Young, managing editor of the San Francisco Chronicle at the present time and for many years past.

time to finding out exactly what the Southwest contained in the way of agriculture. It was recognized that the up-building of the cities could come only after the agricultural era was fully developed, in other words, that the city could not exist without the back country to support it and feed it. The reports of the Department of Agriculture and state data, and where these figures were not obtainable, the date of the private statisticians were assembled, and the heavy work begun. It was found that the Southwest, so defined, included the western half of New Mexico, the southwest corner of Colorado, the southern sections of Utah, Nevada and California, and all of Arizona. It was found that in this great zone, eight million acres are now under cultivation. It was found that there is a vast uncultivated area which is potentially just as good—the "bad lands" are not tanen into consideration, but only the lands which can be cultivated without irrigation, or with irrigation by present methods. This undeveloped or potential farm land totals forty-four million acres.

The agricultural output of the Southwest today is one hundred fifty million dollars a year. The mineral output is in the neighborhood of one hundred thirty-five million dollars, but the Exposition took into consideration on the agricultural revenue. This one hundred fifty millions comes naturally from the eight million acres. The forty-four million acres make up an area five and a half times as great and while today they are producing nothing whatever, there appears not good reason why they should not produce proportionately. The statisticians drew no conclusions, but it is a simple matter of arithmetic to see that there is a potential revenue of more than eight hundred million dolars per year. This is a startling sum. But the statisticians did not stop there. They divided the whole agricultural area of the Southwest into tracts varying from forty acres to three hundred twenty acres, depending upon which area could be developed to best advantage, owing to natural conditions. It was found there were seven hundred thousand potential farms, which could ultimately be people by seven, each of which should ultimately be fully equipped with buildings, with fencings, with household implements, with farm tools an dmachinery. There was found an average of this farm equipment, and the total investment based on this average was found to be slightly in excess of four million dollars. Think of this sum as a permanent investment. Think of the other amount as a permanent annual output. Mighty as the figures are, they give some idea of how worthy of development that Southwest country is.

This, then, is the purpose of the Exposition—to help to bring these fig-

The Alhambra is the place to get what you want to eat, cooked the way you want it.

An Alhambra steak with a mealy, hot, baked potato and cup of premium coffee with pure cream makes a nice supper.

When you are tired in the afternoon, and want something that is delightfully refreshing try an Alhambra salad with a bottle of sparkling, cold Golden Mist, the juice of the finest fruits.

Neptune's Wonderland

On the Isthmus

This is one of the most interesting and instructive collections of sea life ever shown at any exposition. Here are rare, known and unknown denizens of the deep. The Octopus or Devil Fish, that so many have read of, but which is seldom seen in captivity, will be one of the attractions. Another rarity is a fur bearing animal which so far remains unclassified, it being the only known specimen of its kind in existence, it resembles the seal but has no fins and is as active on land as in the water.

Among other rare and interesting specimens, the Stingree Fish, the Sand and Horn Sharks, Red Fish, Ink or Sea Rabbit Fish, so named on account of its resemblance to a rabbit and the dark ink fluid it throws out when approached or touched. Pacific Crab Lobster; Ribbon Fish; Abolona, a beautiful shell fish; Sea Cucumbers; Sea Lettuce; Key-Hole Limpet; Star Fish; the Sculpin, a deadly poisonous fish if pricked with one of its many needle-like stickers; curious Shark Eggs; there are many other rarities too numerous to mention.

Admission Only 10 cents

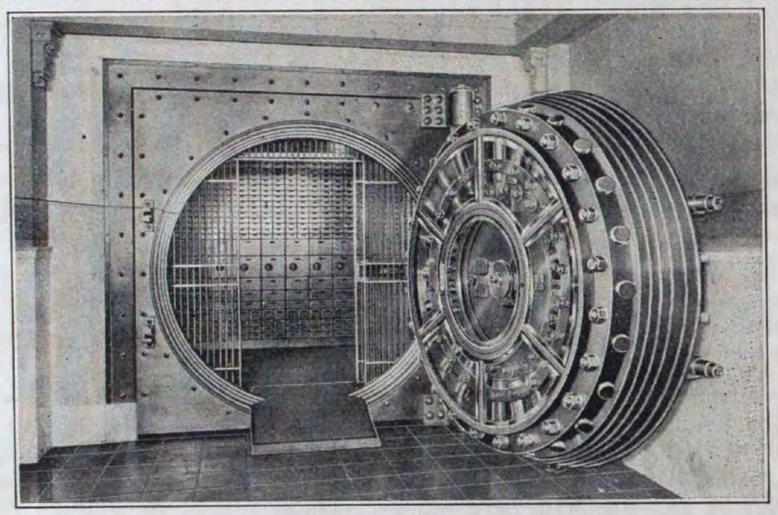
American National Bank

AMERICAN NATIONAL BANK BUILDING

N. E. CORNER FIFTH AND BROADWAY

CAPITAL AND SURPLUS PROFITS - - - **$375,000.00**

TOTAL RESOURCES - - - - - - - - - - - - **$2,500,000**



ENTRANCE TO SAFE DEPOSIT VAULT

Door and Vestibule weigh 27 Tons

We extend you a cordial invitation to make this bank your financial headquarters while visiting the Exposition.

Our various departments are fully equipped to extend you every possible courtesy and accommodation.

LADIES' DEPARTMENT
SAFE DEPOSIT DEPARTMENT
STEAMSHIP AND TOURIST DEPARTMENT
FOREIGN AND DOMESTIC EXCHANGE

We Invite You to Open an Account

ures to a reality; to have these figures written, not with a pen, but with the railroad reports, and with the crop reports and with the banking reports of the years to come. These are figures which interest not only the farmer of the present, but the farmer of the future, and the merchant as well, and the railroad man and the banker. This, then, was the mark at which the Exposition shot. How accurate is its aim remains to be seen. Just as the great event of 1915 was unique in purpost and in scope, so the methods it decided to use were unique, and apparently effective.

The Southwest farms can never be developed by capital alone. If that were the case, capital would have come into the Southwest long before this. The seven hundred thousand farms can be developed only by labor, and by intelligent labor. The immensity of the purpose makes it certain that the labor for these farms can never be supplied by the agriculturists of the present day. It is necessary to develop new men to develop the soil itself. In other words, the "back to the land" movement must materialize.

Years ago some magazine writer whose name is forgotten today, recognized that the population of the country was shifting rapidly from the rural to the urban. He identified the labor troubles in the cities with this circumstance. He forecasted with a big degree of accuracy, that if the steady shifting of population away from the land continued, the result on the American stock would not be beneficial. He conjured a number of spectres which would cause trouble in the years to come. His observations were followed by similar statements from other magazine writers and contributors to newspapers. Eventually the idea struck the Chautauqua writers, and then even the campaign orator realized that there was a big expedition at hand, and he took up the song. The idea struck the government, and there came the land shows under the supervision of the department of agriculture. The attempt to start the "back to the land" movement was under

H. B. Fair

Practical Electrician
Contract Work
Expo Grounds

Buy Now!

—Roseville has tremendous possibilities as an investment.

Your choice of 300 large lots on Point Loma the beautiful.

—Ideally situated by the bay, overlooking San Diego, Coronado, North Island, etc.

Roseville—

—$10 down, $10 a month will buy a choice lot in Roseville—terms never before offered on such high class property.

—Join those careful, conservative investors who are buying San Diego real estate now to take advantage of increasing values.

$10 Down-- $10 Month

—We would be glad to take you in one of our autos to the property.

San Diego Securities Company

Timken Bldg. **Sixth and E**

Oriental Cafe

THE ONLY

Bohemian Cafe

IN SAN DIEGO

Our patrons are numbered among the best. Seven cabaret entertainers unexcelled on the Pacific Coast furnish high class entertainment afternoon and evening. In your itinerary of the Exposition include us or you have not seen San Diego. Oriental Dishes a specialty with wines.

Any and all kinds of Dental Work Without Pain

Painless Parker

Fifth and F Streets

San Diego

Offices: San Francisco
Oakland Portland
Los Angeles Brooklyn
Bakersfield

way. It was explained that there were sections and quarter sections of the best land throughout the west which should be developed, and which could be developed, but in great measure these sections and quarter sections remain just as vacant as they were before. The reason is not hard to find. If the extra land was taken up by the settlers at all, it was because old farm lands were abandoned in favor of the new, consequently the new settlers did not increase rapidly.

The city man did not leave the city to go back to the country. Well, why should he have done so? He went to the land show, and there he saw the largest pumpkin ever grown, the sweetest fruit, and the thickest corn. He saw that it was a good thing to go back to the land, but he knew it before he went to the land show at all. The land show told him nothing at all about how he personally was to go back to the land, or what he would do when he got there. He went to the world's fairs of the past, and there he saw farming machinery standing in the great halls of machinery, and again he learned practically nothing. Again the whole thing was a mystery to him.

Now comes the San Diego Exposition. It shows agricultural machinery, but not housed in the great halls idle. The machinery is in operation in an open tract showing the various crops —moving up and down the fileds just as it is supposed to operate on a large scale. A man who would not have stood five minutes in a hall looking at machinery which he did not understand, will stand hours looking at the same machinery in operation, realizing that he is looking at the most effective plow that has been designed, at a heavy power tractor and reaper that does the work of a hundred men. He will look because he can "watch the wheels go round," and understand. Incidentally he will see that this machinery has removed nine-tenths of the drudgery which the old style farmer had to bear. He will see that the troubles of the old time farmer, who had to labor from before sunrise until after sunset, and even them seemed to get ahead comparatively little, are largely removed by modern inventions. He will see that farming conditions are changed, and the possibilities of the "back to the land" movement begins to strike home.

"But," he will say, "this machinery can be used only on tracts of large area, and I am not equipped physically or financially to operate any such tracts. I am not a trained farmer."

There is a definite answer for that man. He can walk two hundred yards down the Alameda, and find the model intensive farm tract of five acres, in which are growing peach, apricot, fig. olive and walnut trees, and between these trees is growing a crop of vegetables—some northern, some semi-tropical, and all growing much more thickly than it is possible to grow them under the old style methods. On the intensive farm, irrigation is used, and every foot of soil is made to work.

It is a revelation to the easterner. The man of limited equipment will discover that the five-acre tract grows as much as twenty acres under old style methods, and can be operated more easily and more economically. He will see that in cases like this, where land is valuable, the vineyard is also of an intensive character, the vines growing up on stakes, so that the soil can be made to produce three or four times as many vines as under old methods. He will see that even the poultry yard space is utilized, and that in the center of the poultry yard is growing a fruit tree, surrounded by wire, so that the fruit is not injured by the fowls.

While the man is seeing this his wife will be noting other things. She will be observing that there is a trellis of rose about the front part of the model farm, and a hedge of honeysuckle about the rear, and that even the front of the poultry yard is concealed by clematis. She will see the beds of roses and geraniums about the homelike bungalow in the center of the tract. Within the bungalow she will see something of considerable more interest. She will see that just as machinery has removed the drudgery from the life of her husband, so machinery has removed the drudgery fro mthe life of the farm wife; that in leaving the city under present day conditions, she is not forfeiting the advantages of her apartment, where most of her work is done by modern devices. The importance of this can hardly be overestimated.

Did you ever try Chili con Carne at the Alhambra. It is made just the way you get it down in old Mexico. If you have not tried one of our boneless smelts friend in butter, to a delicious golden brown, at the Alhambra you are mising something.

Quick service, best food supplies. Y. W. C. A. Cafeteria, 7th and Broadway.

You Will Feel at Home in This Bank

---for we are sincere in our desire to be of service to you in all matters relative to the transaction of your financial affairs.

Security Commercial & Savings Bank

FIFTH AND "F" STS.

NATIONAL
Views Company

Official Printers for the Exposition

Commercial Printing done on Grounds in our own Plant

Quick Service---Reasonable Prices

Our representative will call upon you every morning. Visit our printing plant on the Isthmus,

Opposite the Panama Canal

Official distributors of all Exposition Publications, Post Cards, View Books. The Official Guide Book, describing in detail all exhibits, amusement features. etc., together with a complete and comprehensive map of the grounds can be found on sale at all National Views Company's stands.

Spreckels Theatre

BROADWAY

Dodge & Hayward, Lessees and Mgrs.

Six Nights Commencing
MONDAY AFTERNOON, MARCH 29
Closing Saturday Night, April 3rd
Every Afternoon at 2:30 (one show)
Every Evening at 7 and 9 o'clock (two shows)
The Knights of Pythias of San Diego Present
The World's Premier Dramatic Spectacle in Five Parts

Damon and Pythias

Prices—Afternoon, 10 and 20 cents.
Evening, 10, 20 and 30 cents.

Excellent Food at the

Young Women's Christian Association Restaurant

Balcony of
Varied Industries Building

The General Film Company
Presents the Cream of Licensed
Pictures at the

PLAZA
Theatre

"On the Plaza Down Town"
San Diego
Always New and Edifying
10c-Come in any time-10c

Visit the

Open Air Restaurant

of the
Young Women's Christian Association
in the balcony of the
Varied Industries Building

THE MARSTON COMPANY

Fifth, Sixth and C Streets

This is the San Diego Store

—Where visitors will find unexcelled shopping facilities and the courtesies associated with fine shops in larger cities. A store of high standards of merchandise and service. Strangers cordially invited.

—Large Rest Room *—Public Telephones (Free)*
—U. S. Postoffice *—Accommodation Desk*

Dry Goods and Women's Wear

—Including standard lines of merchandise famous for quality and style. Among the smaller accessories of dress there are excellent stocks of

—Millinery —Neckwear —Souvenirs
—Shoes —Veilings —Needlework
—Gloves —Hosiery —Underwear

Men's Store---Fifth Street Entrance

—Stein-Bloch Suits —Knox Hats —Hanan Shoes

Official Program

For Friday, April 2

1915

Dedication of Nevada Building

Summary

Visitors welcome at the Marine Barracks between the hours of 9 a. m. and 9 p. m., Major W. N. McKelvy, commanding.

9:10 a. m. Commencement of activities at the Marine Barracks.

10:30 a. m. Concert by 13th Band, Coast Artillery Corps, V. F. Safranek, conductor.

1:30 p. m. Concert by 13th Band Coast Artillery Corps, V. F. Safranek, conductor.

2:00 p. m. Dedication exercises by Gov. Emmet D. Boyle, of Nevada, at the Nevada Building. Everybody welcome.

3:15 p. m. Concert by Band of the 4th Regiment, U. S. M. C., Wm. B. Borreson, conductor.

4:00 p. m. Parade and inspection in honor of Gov. Emmet D. Boyle, of Nevada, by Second Battalion, Fourth Regiment, U. S. M. C., Major W. N. McKelvy, commanding.

4:30 p. m. Organ recital by Dr. H. J. Stewart, official organist. Plaza de los Estados.

8:30 p. m. Reception and dance at the Nevada Building. Everybody welcome.

Motion pictures and lectures in all state and county buildings. Free to all.

Demonstrations of tractors at the Tractor Building, north end of the Alameda. Demonstrations of all classes of farm machinery, International Harvester Building.

NEVADA BUILDING

2:30 p. m. Dedication of the Nevada Building by Gov. Emmett D. Boyle, of Nevada.

8:30 p. m. Reception and dance. Everybody welcome.

GRAND CARNIVAL AND MARDI GRAS CELEBRATION

Everybody in Costume.

Saturday Night, April 10, 1915

FILMS FOR SALE—FOREIGN ARTS BUILDING.

HAVE YOUR PICTURE TAKEN WITH THE PIGEONS ON THE PLAZA.

PROGRAM FOR TEACHERS OF RIVERSIDE COUNTY

Meetings held in the Lecture Hall, Science and Education Bldg.

9:30 a. m. A lecture on "Fine Arts in America" by Dr. Hewett.

10:30 a. m. Personally conducted excursion to the Fine Arts Galleries, by W. Chas. Tanner.

INTERNATIONAL HARVESTER BUILDING

2:00 p. m. to 3:00 p. m. Demonstration of Tractor Engines.

All day demonstration of all classes of farm machinery.

TRACTOR BUILDING—NORTH END ALAMEDA

All day demonstration of Tractors.

MUSICAL PROGRAM

CONCERT—13th BAND, COAST ARTILLERY CORPS

V. F. Safranek

10:30 a. m. Plaza de Panama

Overture, Hungarian Comedy ..... Keler Bela
Waltzes, Les Sirenes ..... Waldtenfel
Scenes from Carmen ..... Bizet
Scene from Les Deux Pigeons ..... Messager
Potpourri, A Musical Review ..... Riviere

CONCERT—13th BAND, COAST ARTILLERY CORPS

1:30 p. m. V. F. Safranek, Conductor Plaza de California

March, International Peace ..... Safranek
Overture, Tannhauser ..... Wagner
Scenes from I'Lombardi ..... Verdi
Spanish Serenade, La Paloma ..... Yradier
Finale from Fourth Symphony ..... Tschaikowsky

CONCERT—BAND OF THE 4th REGIMENT, U. S. M. C.

Wm. B. Borreson, Conductor.

3:15 P. M. Plaza de Panama

March, Washington Times ..... White
Idyl, Sparklets ..... Mills
Waltz, Danube Waves ..... Iranvici
Selection, Prince of Pilsen ..... Luders
March, Fillmores Triumphal ..... Stambauch

ORGAN RECITAL

Dr. H. J. Stewart, Official Organist.

4:30 P. M. Plaza de los Estados

March, Heroique ..... Saint-Saens
Consolation in D Flat ..... Liszt
Nocturne in G minor ..... Flaxington Harker
Danse de la Cour ..... Brocca
Fantasia in D minor ..... Merkel
Reverie in F ..... Debussy
To the Evening Star (Tannhauser) ..... Wagner
Festival March ..... Stewart

SILENCE is requested during the performance of the organ selections.

EVENTS AT THE MARINE BARRACKS

Visitors welcome between the hours of 9 a. m. and 9 p. m. at the Marine Barracks, Maj. W. N. McKelvy, commanding.

9:10 a. m. First call for troop.

9:15 a. m. Assembly and troop.

9:25 a. m. First call for guard mount.

9:30 a. m. Guard mount.

9:55 a. m. First call for drill.

10:00 a. m. Drill.

11:50 a. m. Recall from drill.

12:55 p. m. First call for drill.

1:00 p. m. Drill.

2:00 p. m. Recall from drill.

3:15 p. m. Concert by Band of the Fourth Regiment, U. S. Marines.

4:00 p. m. Parade, Second Battalion, Fourth Regiment, U. S. M. C.

FREE MOTION PICTURES AND LECTURES

KERN-TULARE BUILDING

11:00 a. m. Feature Industrial Drama, "Winning a Peach."

1:30 p. m. Motion pictures and lecture on Kern County.

3:00 p. m. Motion pictures and lecture on Tulare County.

MONTANA BUILDING

2:00 p. m. to 4:00 p. m. Informal illustrated talk on Glacier National Park, "See America First," by J. Alfred Pyle.

NEW MEXICO BUILDING

10:30 a. m. Motion pictures, Pecos Valley Fair Parade.

11:00 a. m. Illustrated lecture Union County.

11:30 a. m. Illustrated lecture on Las Cruces, Dona Ana County, and the Mesilla Valley. This valley is irrigated from waters stored up by the Elephant Butte Dam on the Rio Grande. One of the largest irrigation projects in the world.

1:30 p. m. Illustrated lecture on Colfax County, New Mexico. One of the richest sections of the Sunshine State.

2:00 p. m. An illustrated lecture on Raton, The Gate City of New Mexico. Raton is the county seat of Colfax County.

2:30 p. m. An illustrated lecture on "The Silver City with the Golden Clime." One of New Mexico's greatest health resorts.

3:00 p. m. "The University of New Mexico." The pueblo university, a lecture on one of the most interesting of the state universities situated at Albuquerque, New Mexico.

3:20 p. m. An illustrated lecture with a reel of motion pictures on "Deming and the Miesse Farms," Luna County, New Mexico. A great irrigated farm district.

3:40 p. m. Bernalillo County Farms. Irrigation in the upper Rio Grande Valley in the vicinity of Albuquerque.

4:00 p. m. Las Vegas and San Miguel County. An illustrated lecture on the Meadow City of New Mexico and her rich tributary territory.

4:20 p. m. The Pecos Valley. An illustrated lecture on one of the finest valleys in the Sunshine State, accompanied by a reel of motion pictures of the Chaves County Fair.

Informal talks in the Hall of Governors, all day, on the Models, Missions, pre-historic cliff cities, landmarks of the Santa Fe Trail and tourist attractions in New Mexico.

Continuous illustrated lecture given in the Forestry Department.

Informal talks on New Mexico's mineral resources in the Mining Department.

Musical program all day in Ladies' Reception room, Mrs. W. J. Fugate, hostess for New Mexico Building.

SOUTHERN CALIFORNIA COUNTIES BUILDING

9:45 a. m. Motion pictures and lecture on San Bernardino County.
10:30 a. m. Motion pictures and lecture on Ventura County.
11:15 a. m. Motion pictures and lecture on Los Angeles County.
1:30 p. m. Motion pictures and lecture on Orange County.
2:15 p. m. Motion pictures and lecture on San Diego County.
3:00 p. m. Motion pictures and lecture on Imperial County.
3:45 p. m. Motion pictures and lecture on Riverside County.

SACRAMENTO VALLEY BUILDING

11:15 a. m. Motion pictures and lecture. Hydraulic, deep quartz and dredge gold mining. By C. H. Dunton.

1:45 p. m. Motion pictures and descriptive lecture on one county in the Sacramento Valley. Pictures and lecture changed daily.

3:00 p. m. Lecture and colored stereopticon views on the soil, water and climate of the great Sacramento Valley by C. H. Dunton.

SANTA CLARA AND ALAMEDA COUNTIES BUILDING.

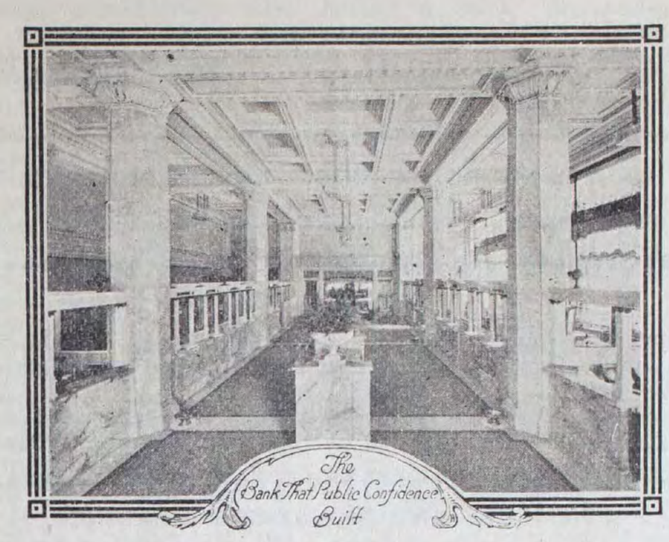
10:30 a. m. Free moving pictures on Santa Clara and Alameda Counties in the lecture hall

11:30 a. m. Free colored stereopticon views of the Panama-Pacific International Exposition (San Francisco) followed by free moving pictures of Santa Clara County and an illustrated lecture by John C. Hayes, on Oakland, Berkeley and Alameda.

2:45 p. m. Free moving pictures of the seed and canning industry in Alameda and Santa Clara Counties followed by views of the Panama-Pacific International Exposition (San Francisco) with an illustrated lecture on Alameda County.

For free information on San Francisco, Oakland, Berkeley, Alameda, San Jose and Central California, call at the Santa Clara and Alameda Counties Building, adjoining the Spreckel's out-door organ.

(Program continued on Second Page Following)



MAKE

The San Diego Savings Bank Your Headquarters

CONVENIENCE, ACCOMMODATION, COURTESY

YOU ARE HEARTILY INVITED

to avail yourself of the following facilities: A free General Service and Information Bureau, Correspondence Rooms, Ladies' Rest Room, Steamship and Tourist Agency, Safe Deposit and Storage Vault and the complete facilities of a strong, progressive bank.

SAN JOAQUIN BUILDING

2:30 p. m. "California Opportunities" a lecture illustrated in graphics.

SALT LAKE ROUTE-UNION PACIFIC BUILDING

3:30 p. m. Informal reception. Everybody welcome.

UTAH BUILDING

Do not fail to see the gigantic five-ton Relief Map of the State of Utah Building. Informal lectures on the resources of the state every hour of the day.

The State of Utah has 17,000,000 acres of unappropriated land suitable for good cultivation. Find out how much of it can be obtained free.

COMMERCE AND INDUSTRIES BUILDING

10:00 a. m. to 12:00 noon — U. S. Mint in operation.

10:00 a. m. to 5:00 p. m. — Beautiful illustrated stereopticon pictures showing welfare work and the home factor. National Cash Register Exhibit.

1:00 p. m. to 5:00 p. m. — U. S. Mint in operation.

FOOD PRODUCTS BUILDING

10:30 a. m. to 12:00 noon — "Good things to eat and how to prepare and serve them" by Chef A. L. Wyman, of international fame. Globe Mills Exhibit.

EASTER SUNDAY, APRIL 4, 1915, AT 3:30 P. M.

Engagement Extraordinary

The People's Chorus of San Diego

WILLIBALD LEHMANN, Conductor
Assisted by
MRS. BLANCHE LYONS, Soprano

MR. G. HAYDN-JONES, Tenor

MR. EDWIN HOUSE, Baritone

And Accompanied by
DR. HUMPHREY J. STEWART
On the Spreckels Organ
Presents

JOSEPH HAYDN'S GREAT ORATORIO

"The Creation"

There has been considerable talk about how to keep the boy on the farm, but lately there has been just as much about how to get the girl to go to the farm.

The model farm at San Diego Exposition answers this, and both the husband and wife will find something else to think about. They will realize that if they can make a good living on a five-acre tract, that other people of the same tastes and equipment can also make a good living on a similar tract just to the north or just to the south, or across the highway. They will recognize that this means community life, and that community life means good roads, schools and churches, and other necessities of social welfare. They will discover that the isolation of the old-time farm is getting as out of date as its drudgery.

Conditions change rapidly in the twentieth century. This is the biggest teaching of the agricultural display, because it is probably the most effective, and if the visitor does not have the slightest idea of going back to the land, he still finds much to entertain him in this interesting feature. If he is interested only casually in the large scale farm or the small farm, he is considerably interested in the citrus orchard. There are very few impressions that are so lasting as the impression of the first citrus orchard. The beauty of the fruit ripening on the boughs within reach of the hand, and the exquisite fragrance of the bloom during the blossoming season, a fragrance which sweeps far away over the orchard and down the Alameda.

Adjoining the citrus orchard is the tea exhibit—not an array of bright colored boxes and woven grass, but the tea itself—tea plants brought from Sir Thomas Lipton's estates in Ceylon, in charge of Singalese nurserymen, and set out in American soil, the first commercial tea plant to take root in that soil. Native nurserymen care for the plants, strip the leaves, and select them to turn over to the Lipton building in the center of the plantation for the making of the brew which is offered to the visitors. This is of Oriental type—as genuine as the Spanish architecture elsewhere on the grounds. It is a natural exhibit to the same extent that marks the other natural exhibits.

This is the suggestion of the dominant feature of the whole Exposition —the effort to show something of genuine interest to the visitor, or rather, to show "processes, not products alone." This is true not only in the main exhibits of the Exposition itself, but in those of the various industries represented in the outdoor and indoor exhibits alike. The tea plantation is one example. The display of the International Harvester Company is another. Back of an imposing building is laid out an orchard where the various machines for orchard cultivation are being demonstrated. Back of the orchard is an open field, where the heavy field implements of this company's manufacture are being shown in operation.

Almost across the way is the Standard Oil Company exhibit, where again there are shown, not simply products of this industry, but the methods by which the myriad lubricants are refined. Even the scientific exhibit. which in many respects is the most notable display of early American history on record, has been so arranged that the layman can grasp the lesson which it strives to depict.

Similar to this is the Painted Desert of the Santa Fe—a great Indian village which fills the space between the north end of the Alameda and the Isthmus, the latter being the amusement street, which at previous expositions has been known as the "Pike," the "Midway" and "Paystreak." The Painted Desert is bisected by a mesa, on the east side of which is a display o fthe Pueblo tribes, the Taos, the Zunis, and many tribes along the Rio Grande. The Indians were brought to San Diego to build their own adobe dwellings—big structures rising from the red sandstone of the desert, housing some three hundred red men in dwellings like those in which their ancestors had dwelt for centuries.

The Indians will not be there simply selling their wares, but will be scattered about in front of the pueblos and on the roofs, weaving their rugs and blankets, shaping their pottery and pounding out their silver and copper ornaments by just the same methods that have been used for centuries.

ALL THE UNIFORMS AND COSTUMES
worn at the Panama-California Exposition are furnished by
BENBOUGH & GILLONS
San Diego's Finest Store
for Men and Boys
1041-3-5 Fifth Street

They will be found in their "kivas," their ceremonial places, performing the rituals of their ancestors. They will be found at the trading posts, and gathered about the governor's house; in the corral, and buliding new cedar post stockades and new adobe dwellings. In the carefree manner of the American Indian they have left lying about at the foot of a ladder, a broken carreta. The sandstone formation might have been there since the ancient period. This is one curious feature of this Indian village. The work of the builders has been so carefully executed that it is difficult to tell which are the genuine relics, and which are those created by the genius of the white man and the Indian.

On the west side of the mesa is another Indian village, of just as much interest, for here dwell the nomadic tribes—the cliff-dwellers, perched high in the crevices of the mesa, which are approached by ladders, or narrow natural slits in the rock itself. The Navajos habe built their hogans of the winter and summer type, including the sacred hogans where they celebrate their ancient ceremonials. A shallow arroyo winds through the arid section, with a scanty display of vegetable life, where the Indians have developed their own irrigation proejct. It is well to note that the first Americans developed irrigation to a considerable degree centuries before the white man ever saw the great American West. Much of the sandstone and cactus, and the cedar and pinion wood were brought here from New Mexico and sections of Arizona—the real painted desert, after which this masterpiece in Exposition work was created.

Here again you see, is the idea of processes—this show of real life, of real action. Wherever possible it has been carried out in every concession along the Isthmus. The motion picture company, for example. has built not a picture, but a studio where the films are made. The performances themselves will be staged in the Exposition grounds, and the visitors, manp of them, will have their first opportunity of seeing a "movie" in the making. Naturally the Hawaiian village, and the Chinese village and Japanese village show real native life.

Naturally, too, as the San Diego Exposition is a celebration of the opening of the Panama canal, which will mean so much to the Southwest, there is a striking concession called "The Panama Canal Extravaganza," where in accurate style on a small scale is shown the manner in which the ships pass through the greatest waterway in history. There is shown the life in old Panama, and the work that American genius has done to better that life. There are so many other interesting concessions on the Isthmus that within the limited space there could be but a mere cataloging of them.

In previous fairs it can safely be said that the principal entertainment was furnished by the concessions. San Diego's concessions are just as entertaining as any of previous years—most of them in fact are more entertaining, and have the added feature of being instructive, but it is not true that all of the entertainment is confined to them. The most matter of fact product which was exhibited elsewhere takes on an entertaining side when it is shown in process of manufacture. The most scientific display taken on a most entertaining character when it is portrayed in comprehensive form. There is nothing that the average intelligent human enjoys as much as seeing something of real instructive value, if he can understand it—in other words, if it really is instructive.

San Diego has an ethnology exhibit, showing the progress and ascent of man from the earliest stages of brute form. On the surface that would not impress one as being subject to graphic display, but the Smithsonian Institute, by following the suggestion of the Exposition, has accomplished the supposedly impossible. By ranging side by side models of the various epochs, even the most casual tourist can see just how a slight change in skull formation has brought about a definite change in the physical and mental conditions. The casual tourist will get an education without knowing it. He will go to school and enjoy his schooling. Too much cannot be said for the scientific exhibit which has been assembled at San Diego, and which incidentally will remain for posterity, assembled in the permanent buildings of the Exposition.

In the early stages of the planning, San Diego sent to Central and South America, an expedition headed by scientists of approved achievement. The story of their explorations in the jungles through which a white man had probably never passed before, is vastly more interesting than fiction. Ti get there they had to go far into the inland, far away from railroads and trodden paths of man, and very deep into the jungles; they came across Quiriquo, the ancient city of Mayas, unchanged from the day, many centuries ago, when the red people were driven out by their conquerors. There were found there some excellent studies of the outdoor temple.

In a general way the members of the expedition had known what would be found, and with them they had carried the most approved tools for casting. Instead of the old-time plaster cast, they made a glue mold, and from the glue mold they made their plaster casts, thus retaining the finest hairlines of the hieroglyphics, and bringing to civilization the first opportunity for a real detailed study of the ancient land. Part of that land has already been discovered, but there is a vast amount which undoubtedly will puzzle scientists for years to come. In those hieroglyphics is hidden the history of one of the oldest races of the world.

In a picture which was chiseled in a rock was found the best evidence of what those people looked like, and again there is a splendid opportunity for the ethnologist to do his work. One of the great studies stood some thirty feet above the ground, and a considerable distance below the surface. A complete cast of that occupies a principal position in the great California building, the cathedral structure of the Exposition beautiful. Ranging alongside are other famous pieces of ancient sculpture.

This exhibit of ancient art, is accomplished by modern art, based on ancient form and evidence, and later evidence in the times between the passing of the red man and the arrival of the white. There is reproduced, for example, for the first time, a frieze from the Pan-American Union building in Washington, wrought by Sallie James Farnham. The incidents it commemorates include the discovery by Columbus, the arrival of Balboa at the Pacific, the triumphant conquest by Cortez and Pizarro, and signal events in the arrival at independence of the South American republic. Among other pictures is shown the landing of King John of Portugal on the occasion of his eviction by the first Napoleon. It is not generally known, incidentally, that the actual capitol of Portugal was transferred to South America for a limited period. The barge which carried King John on that occasion is well preserved, and a few years ago was again brought into service to carry Elihu Root on the occasion of his famous tour of the sister republics of Latin America.

Even the facade of the California building is of historical as well as artistic interest. High at the top appears a bust of Fray Junipero Serra, the Presidente General of the early California missions, and the real first citizen of the western coast. Below him at one side is Cabrillo, the discoverer of 1542, and above him a bust of Carlos V, his patron. On the other side is Viscaino, and above him his patron, Philip III. Below Cabrillo is Portola, the first governor of Lower California, and below him a full length study of De l'Ascencion, the historian of the Viscaino party, and on the other side, a bust of Vancouver, the first English explorer, and below a full length study of Fray Jaume, the first white martyr of the Pacific, who was butchered by the Indians at the old San Diego Mission de Alcala. The story of this frontispiece marks an important period in the history of San Diego, the cradle of the American West.

Across the way from this ornate frontispiece is the Fine Arts Building. The structure itself is of austere California mission, with heavy piers supporting the rounded Spanish arches, and great beams projecting above the arches, supporting the tile roof. With the exception of the little cypress trees which stand before each pier, and the great lamps which illuminate the inner court, it is a building almost entirely devoid of orna-

WE were selected as the only **Laundry** to be represented on the Exposition Grounds. This alone should be ample evidence of our superiority.

Munger's

"Get it done the Munger Way"

Main 3836 PHONES Home 2153

Exposition Office on the Alameda

The Alhambra is the place to get what you want to eat, cooked the way you want it.

San Diego Electric Railway

First Cars and Last Cars

On All Lines.

Route No.	Line.	Leaving.	For	First Car	Last Car
1	Fifth Street,	5th & D,	Mission Cliff Gardens	6:02	12:14
		5th & D,	31st & National	6:08	12:14
		Mission Clf. Gar.	5th & D	5:48	12:00
		31st & Natl.	5th & D	6:02	11:56
2	D Street,	5th & D,	East San Diego	5:51	12:16
		5th & D,	Depot	5:55	12:01
		East San Diego,	5th & D	5:44	12:10
3	3rd & H St.	3rd & D,	Trias Street	6:03	12:03
		3rd & D,	25th & H	5:55	11:55
		Trias,	3rd & D	....	12:30
		25th & H,	3rd & D	6:12	12:10
4	M Street,	5th & D,	Cemetery	6:00	12:00
		5th & D,	State & H	5:50	11:50
		Cemetery,	5th & D	5:55	11:55
5	3rd & K St.,	3rd & D,	Trias	(See Route No. 3)	
		3rd & D,	30th Street	6:05	12:05
		Trias,	3rd & D	6:00	.....
		30th Street,	3rd & D	6:14	12:14
6	1st & F St.,	3rd & F,	25th & F	5:50	12:00
		3rd & F,	1st & Laurel	5:50	12:00
		25th & F,	3rd & F	6:00	12:00
		1st & Laurel,	3rd & F	6:00	12:00
7	& 11 Park Line,	3rd & D,	Exposition	5:45	12:15
		Exposition,	3rd & D	6:00	12:30
8	State & Old Town,	5th & F,	Old Town	5:32	12:02
		Old Town,	5th & F	5:55	12:25
9	& 10 Ferry,	5th & D,	Ferry	6:10	11:50
		Ferry,	5th & D	6:20	12:00
Adams Avenue,		Kensington Park,	Mission Clf. Gar	5:58	11:45
		Mission Clf. Gar.,	Kensington Park	6:06	12:00
Univ. Avenue,		Univ. Blvd.,	30th Street	5:53	11:55
		30th Street,	Univ. Blvd.	6:00	12:02
Coronado,		Hotel Station,	Ferry	6:20	11:40

National Views Company

Official Printers for the Exposition

Opposite Panama Canal

SAN DIEGO STREET CAR ROUTE NUMBERS

Revised to December 27, 1914.

ROUTE NO. 1.

(5th Street and Logan Heights Line.)

SOUTHBOUND—On 5th St., H St., 15th St., Logan Ave. and National Ave. to 31st St.

NOTE—This route for San Diego & Arizona Railway Depot.

NORTHBOUND—On 5th St., via Laurel Street Entrance to Exposition, University Avenue and Park Boulevard to Normal School, Mission Cliff Gardens and Ostrich Farm.

ROUTE NO. 2.

(D Street and Brooklyn Heights Line.)

EASTBOUND—To Golden Hill, Brooklyn Heights, 30th St., University Ave. to East San Diego.

WEST BOUND—To foot of D Street, Santa Fe Depot and Los Banos Baths.

ROUTE NO. 3.

(3rd and H Street Line.)

SOUTHBOUND—To 3rd and H Sts., East on H to 25th St

NORTHBOUND—On 3rd and 4th Sts., via Laurel Street Entrance to Exposition, to Hillcrest and Mission Hills, Ft. Stockton Drive to Trias St.

ROUTE NO. 4.

(M Street Line.)

EASTBOUND—North on State, East on D, South on 5th St., East on K, South on 10th, East on M to Cemeteries and "Sierra Vistas."

NOTE—This route for Pacific Coast Steamship Co. wharf and San Diego & South Eastern Depot.

WESTBOUND—North on 5th, West on D, South on State via Postoffice to H St.

ROUTE NO. 5.

(3rd and K Street Line.)

SOUTHBOUND—On 3rd to H, to 5th and H, South on 5th to K, East on K to 25th, on 25th to Grant, to 30th and Woolman.

NOTE—This route for Pacific Coast Steamship Co. wharf.

NORTHBOUND—On 3rd and 4th St. via Laurel Street Entrance to Exposition to Hillcrest, Mission Hills, Fort Stockton Drive to Trias St.

ROUTE NO. 6.

(1st and F Street Line.)

SOUTHBOUND—On 1st St. to F, East on F to 25th St.

WESTBOUND—On F to 1st St., North on 1st to Laurel.

ROUTE NO. 7.

(Park Line.)

From Main Entrance to Exposition South on 12th to F, West on F to 3rd, North on 3rd to B, East on B to 12th St., to Exposition.

ROUTE NO. 8.

(State St. and Old Town Line.)

WESTBOUND—On D to State, North on State and India Sts. to Ramona's Marriage Place, Old Town.

SOUTHBOUND—South on India and State Sts., West on D to 3rd, South on 3rd to F, East on F to 5th, North on 5th to D.

ROUTE NO. 9.

(Coronado Ferry.)

To Ferry Landing via D St., 5th and H Sts.

NOTE—This route for Star Boat House and Santa Fe Wharf.

NOTE—This route from Coronado Ferry to Santa Fe Depot.

ROUTE NO. 10.

(Coronado Ferry.)

To Ferry Landing via D St., Santa Fe Depot, Arctic and H Streets.

NOTE—This route for Santa Fe Depot, Star Boat House and Santa Fe Wharf.

ROUTE NO. 11.

(Park Line.)

From Main Entrance of Exposition, South on 12th St. to B, West on B to 3rd, South on 3rd to F, East on F to 12th, North on 12th to Exposition.

The restaurant of the Young Women's Christian Association is delightfully located on the balcony of the Varied Industries Building.

Kennedy & Thome

Official Distributors

Dairy Products

Buttermilk, Butter, Eggs, Milk and Ice Cream

On the Isthmus

The San Diego Merchant

Many eastern people contemplating moving to or making an extended visit to San Diego, frequently write to inquire of their friends whether they can buy as good wearing apparel, in style, quality and price as can be had at home, also are there up-to-date stores in all other lines to meet their requirements?

To all such inquiries there is, of course, but one answer, YES. Ladies and gentlemen can be outfitted here with the very latest cuts and makes of apparel of every description, just as easily and reasonably as they can in any other city of the country. The very latest things in head wear, furnishings and shoes are shown on local counters in great profusion.

Jewelry and fine tableware is displayed to advantage in very handsome stores, whose prices are as low as anywhere and other lines such as carpets, draperies, furniture and household furnishings are offered in quantity, quality and price to suit any requirement.

In the food lines, no one can excel San Diego grocerymen when it comes to supplying the family, or restaurant or hotel larder with the good things to make the "inner man" feel satisfied with himself and rejoice that he is living.

The automobilist can find everything in San Diego to meet his needs in the way of his favorite car, supplies and garage service. The prospective builder will want for nothing in building material in providing himself with an ideal home or business structure. In fact the mercantile interests of San Diego covers the entire field of human requirement so perfectly that little is left to be desired, and we may ask, WHY NOT?

San Diego is connected by rail and water with the markets of the world. Her merchants are wide awake, capable business men and have been very successful in satisfying an exacting buying public. If there should happen to be some special article wanted which cannot be found in stock here, the merchant will be able to get it without any trouble to you and at no greater cost than you could get it yourself. No city, however large, can stock up on every article manufactured. For this reason Chicago goes to New York for some things. New York goes to London and London to Paris. New York and Boston have been known to send to San Diego for some things they could not supply a customer with there.

As is quite natural, every city is keen to kep trade at home and the Gospel of Home Buying is as old as merchandising itself. It is preached up and down the land through all the arts of advertising, close prices and right treatment.

If you have not yet discovered what this little sermon is all about, we will reduce it to this: The San Diego Merchants want your business. They are well equipped to serve your every personal and family need. They have been largely instrumental in building up the city and making the Panama-California Exposition the great success it is.

A splendid Cafeteria, excellent cooking. Y. W. C. A., 7th and Broadway.

The Hadden Lawn Sprinkling System is used exclusively on the Grounds of the Panama-California Exoosition, San Diego, Cal. 1915

Hadden Automatic Sprinkler Co.

834 Title Insurance Building
Los Angeles, California

Hydraulic Engineers

Overhead and Underground **AUTOMATIC** Sprinkling Systems

Merchants National Bank of San Diego

Granger Block, 5th and D Sts.

Capital (fully paid)	**$100,000.00**
Surplus (all earned)	**500,000.00**
Undivided Profits	**60,000.00**

Over twenty years of successful business has enabled this oank to build up a surplus of **Half a Million Dollars,** giving it the largest **Surplus** of any Bank in the City of San Diego.

ment. The striking part of it is that this somber building can face the ornate cathedral and still harmonize. This is in itself a rare product of the ability of Spanish architecture. The doorways themselves are rich in carving, and on each hangs a great brass knocker.

Within the main entrance is a square corridor with stairways leading up to the balconies, leading into the main hall, and down into a lower room below the level of the prado and lighted by narrow slits from which one looks into the jungles of the canyon. In the form of a crypt is a replica of the old chapel of the early days, with a worn tile floor, and uneven window edges, and rough hewn ceiling beams which indicate to the visitor of the present day the difficulties under which the early settlers had to work. In the corners of the little chapel, with its rough hewn posts, the spiders have squn their webs. Again there is an impression of antiquity and the silence of the centuries which have gone. The main Gallery of the Fine Arts Building is filled with paintings of unusual interest, in that many of them show what modern art has done with ancient subject material. Many of them wer done by Donald Besauregarde, a promising Western artist, who was overcome by his fatal illness while he was at work on what promised to be a particularly fine mural display for the Exposition. The benches where those of artistic longings may sit while they examine the art display, are old mission benches, covered with Indian blankets. In the deep halls of art, ancient and modern, this Spanish Indian atmosphere pervades.

Mention was made a little time ago of the genuine service which the Exposition had performed in bringing to civilization the relics of the ancient glories of the old Indian races. The man of only average culture knows a good bit about the history of his own people, and the history of the great races of Europe and Asia and northern Africa. He is familiar with the best types of art and architecture that sprang up in modern Rome and Athens and Thebes and the cities of the Orient. He knows comparatively little about the mighty deeds of the first Americans. He may know in a general way that the Aztecs were mighty warriors, and that the Inca were engineers of startling accomplishments, but he is less likely to know that the Maya were to the western world about what the Greeks were to the eastern, and fine arts had reached a stage comparable to that of the contemporaries of the old world, and the average literateur who knows full well the story of Ulysses and Aeneas, who remembers the story of Hero and Leander, who knows of the expeditions of Sohrab and Rustum, and in the thunder-storm can hear the peal of Wotan's voice, and see the flash of Thor's anvil, in short, who has a fair smattering of information about the mythology of the peoples of the eastern continent, knows almost nothing of such names as Huitzeloporhtli and Quatzacoatl. He does not know that the folklore of Aztec and Toltec are quite as rich as that of Greeks and Romans. He does not know that the sacred rituals of ancient red men were quite as engrossing as were the faces of the heathen gods of other worlds. To him the gods and demi-gods of Central and South America live in a haze quite as thick as that of the Toten deities of Alaska and Patagonia.

Chiefly because the San Diego Exposition is a celebration of the opening of the Panama Canal, and because

the operation of the canal should mean a great deal to the development of Central and South America, as yell as the American West, the Exposition decided to bring about a renaissance of knowledge of the ancient Indian gods, just as it succeeded in bringing about a renaissance of the beautiful Spanish Colonial architecture.

Several students who were particularly well adapted to the work, were sent to some of the leading libraries of the country, and there they spent months in acquiring information from original sources, and other sources which while not original, were deemed reliable, concerning the beliefs of the old red peoples. That information was condensed into notes covering several thousand pages. Over these notes the pageant-master studied for several months more. When his work was completed he had drawn up a series of scenarios which showed in dramatic episode the tribal ceremonies which were presented in Mexico and Peru centuries and centuries before the white man ever came. He did not stop with obtaining accurate data alone. His study brought about accurate information about the costumes, about the dance steps, and in some cases about the incidental music, indicating that there was something naturally beautiful, some singularly dramatic in their most striking features. Then the pageant-master went further; he obtained a competent cast of actors for playing the principal parts, a capable chorus for the minor parts. A month before the Exposition opened it was announced that there would be weekly presentations of these ceremonies, with added special performances during the year, all presented in the great Plaza de Panama, with surroundings as natural as could be designed.

The painted desert display is of equal importance, for that shows in a form which for its graphic character was never equaled, the real life of the Indian today in the Southwest, a continuance of the life of the southwestern tribes covering the time for centuries past. There was a great deal of original research in the Southwest to obtain further information about the ancient history of these peoples. Perhaps a fair estimate of the difficulties under which the scientists labored can be drawn from the fact that the Indians themselves had not the slightest idea of the time which had elapsed.

There is one big exhibit of cliff-dwellers. The cliff dwelling which of course lies high at the end of the cliff, and the ground at the base of the cliff is covered with a pile of debris, which once was the front of the cliff dwelling, and the long winding approach.

"How far back did your researches go?" one of the scientists was asked.

"Well," he said, "find out for me how long it took for that great rock to decompose and fall in ruins where it now is. Tell me that, and I will be able to give you some idea as to how far back our researches have gone, and that period is only a start in our research. This is a subject for the geologist as well as the ethnologist."

A reproduction of some of those old dwellings has been placed in the Indian Arts Building. The actual placing of the oils on the canvas was of course the work of artists, but in all his work he was guided, not only by his own explorations of the Southwest, but by the scientists whose whole lives have been devoted to the quest for information about the ancient Indians.

All of this is permanent. Many of the buildings at San Diego's Exposition are of steel and concrete, which will last for all time. Even those which were built of staff and plaster will last in this beneficent climate of the semi-tropics where there is neither frost nor excessive rain, for thirty years, as a minimum, probably much longer. The scientific exhibits which they house have not been loaned to the Exposition, but have been given, and will remain for a permanent museum in the building by the west approach, at the close of the Exposition. Here, then, San Diego has promised genuine service in many fields. Science has benefitted notably, and arts have benefitted notably.

How great will be the benefit to industry, time alone will tell, but there is every reason to believe that in the agricultural display which San Diego has presented to the world, will be found the impetus which will drive back to the land hundreds and thousands of those who are now toiling in the cities. It means the real opening of the great American West, which today is an empire in the making, and tomorrow must be an empire in reality, and as the fertile soil is taken up by farmers, and as the desert is converted tract by tract, into farms and gardens of beauty, then mechanically will spring up spires and domes of the cities. Then will come the real development of the American West, and with that development will come an era of better times for the United States, and for the world at large.

The song of the San Diego Exposition is a majestic hymn, as inspiring as is the mighty land where it is held —a land of snow-capped peaks and fertile valleys, and the vast rolling sea. It is an Exposition Beautiful, and it is an Exposition of Great Opportunity. It is in crystal form the loveliness and grandure of the West.

Alhambra Cafeteria

—The Largest in the World—

And is conducted on principals of highest standard, with price within reach of all.

San Diego's Climate

As a general proposition the climates of California are good; some are better than others, and San Diego's is the best. A climate, to be good, must be neither too hot nor too cold; there must be no extremes of temperature, no violent changes or atmospheric disturbances, such as electrical, rain or wind storms, resulting in the loss of property and human life. Such a climate as this approaches the ideal as far as man's knowledge goes. San Diego has such a climate; it is almost an ideal climate. It is the best climate in California, and this is saying a good deal in its favor. It is the best in the United States, which is covering more territory, but perhaps adding very little to the recommendation; it may have its equal in the world, but no superior.

Temperatures of 90 degrees or over occur on an average less than twice a year. Average summer temperature, 68; winter, 60. Normal rainfall is 10.00 inches, and thunder storms are of extremely rare occurrence. Nature has smiled in its kindliest mood upon

this favored spot, and bestowed upon it these almost perfect climatic conditions that make for the comfort, zest and joy of life obtainable nowhere else.

History and romance vie with each other in winning the hearts of the visitors, for San Diego stands as the beginning in California. History will tell you that here was planted the first wooden cross, followed by the first church, followed in turn by the first town. The Mission Fathers soon commenced the cultivation ofthe soil, producing the first palms, the first vine and the first olive tree. Here they established, likewise, the first irrigation system; the original dam is still standing. A traveler may walk about the spot where was raised the first flag; may wander amid the ruins of old adobe buildings; may ring the old Mission Bells, which were brought from Spain; may sit in the old enclosure of Ramona's Marriage Place, and dream of other Alessandros, and other Ramonas whose pictures, perhaps, they may have seen in the Wishing Well.

Here are to be found, too, fruits and flowers of the semi-tropical zone — orange, lemon and olive orchards, and extensive vineyards; the poinsettia, the bougainvillea and other brilliant exotics.

For those desiring a climate where living can be enjoyed every day of the year to the fullest extent, with the addition of good educational facilities, and the highest products and most modern comforts of civilization, San Diego presents, in its rapidly growing city, the ideal location for which they are inquiring.

Next to climate, good roads is the greatest asset of San Diego county. Approximately $2,000,000.00 have been expended recently in the construction of between five and six hundred miles of wonderful contour roadways. These drives lead through mountains, the beauties of which are comparable only to those of Yosemite Valley, with forests of oak and pine, with running streams the year around and with landscape effects that will ever delight the eye of the beholder.

The state highway, now nearly completed, traverses the county from its northern boundary to the Imperial county line, affording easy access to the famous and fertile Imperial Valley.

All sports can be enjoyed EVERY DAY IN THE YEAR—something impossible at any other place on the Pacific or Atlantic Coasts.

Yachting, Swimming, Tennis,
Football, Motorboating, Polo,
Baseball, Automobiling,
Rowing, Golf,
Deep-Sea and Surf Fishing.

San Diego possesses one of the finest theatres in the West, costing $1,000,000.00; an up-to-date open-air amusement park; a large and attractive tent city; childrens open-air play grounds; about two thousand acres of public parks; numerous interesting beach and mountain resorts.

The beaches are, perhaps, the greatest of the many attractions of this alluring spot, and are an ever-inviting source of health and pleasure. The ocean waters lapping the shores of San Diego are the warmest to be found on the Pacific Coast.

$150,000.00 stadium, seating twenty-two thousand, now in course of construction.

An excellent 50 cent Luncheon is served at the restaurant of the Young Women's Christian Association, balcony of Varied Industries Building.

The San Diego SIGHT SEEING COMPANY

with offices and stands at the

U. S. GRANT HOTEL

is the largest and oldest established firm of its kind in the city, and with their 19 new and up-to-date observation cars, are in position to give the best of service. Don't fail to look for the

GREEN CARS

TIME TABLE OF THE VARIOUS TRIPS

Tia Juana (Old Mexico)—
4-hour trip..... 4 a. m.—2:00 p. m.
Point Loma—
2½-hour trip.....10 a. m.—2:00 p. m.
Seeing San Diego—
2-hour trip.....10 a. m.—2:30 p.m.
Old Mission—
2-hour trip.....2:15 p. m.
San Diego Bay Trip—
2½-hour trip.....10 a. m.—2:15 p. m.

Office U. S. Grant Hotel

Have you been there? Cafeteria for men and women. Y. W. C. A., 7th and Broadway.

San Diego Points of Interest

Balboa Park—1400 acres; walking distance. — Sight-seeing automobiles, electric cars.

Carnegie Library — Eighth and E streets; walking distance.

Fort Rosecrans—Coaling Station; Ballast Point; Roseville.—Point Loma Ferry, sight-seeing automobiles.

Los Banos—Walking distance; foot of Broadway; fresh and salt water baths.

Old Mission—Seven miles from Fifth and Broadway. Most historic and interesting point in California; founded by Fr. Junipero Serra in 1769; old bells still in belfry; portions of old adobe walls still standing.—Sight-seeing automobiles.

Old Mexico—Steam trains and sight-seeing automobiles.

Old Town—Where civilization began in California. First cross planted; first American flag unfurled; first palm trees planted; old jail; graveyard, and Ramona's Marriage Place. No. 8 car and sight-seeing automobiles.

Coronado and Tent City—Reached by street cars and ferry, sight-seeing automobiles.

Ostrich Farm—No. 1 electric car.

Old Spanish Lighthouse(Point Loma) —One of the most beautiful views in the world. Sight-seeing automobiles.

State Normal School—Electric cars No. 1.

Sweetwater Dam—Steam trains and sight-seeing automobiles.

Torrey Pines—Discovered by Dr. LeCompte in 1850. Very rare species of pine found only in one other place in the entire world.

Warner's Hot Springs — Sixty-seven miles from San Diego. Reacher by S. D. & S. E. R. R. Springs medicinally valuable.

Theosophical Institute (Point Loma) —Sight-seeing automobiles.

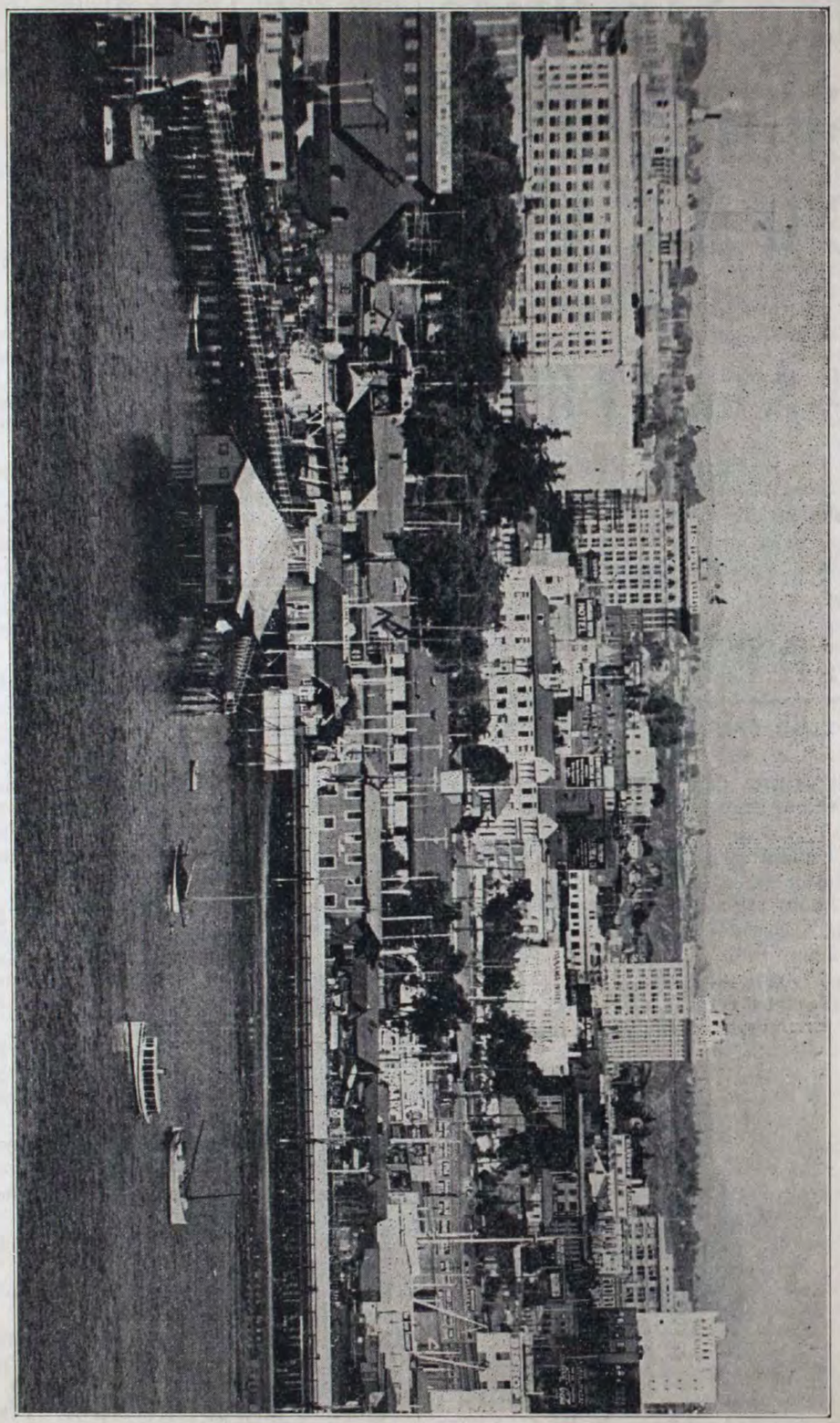
Bennington Monument (Point Loma) —Sight-seeing automobiles.

Wireless Station (Point Loma)—Sight seeing automobiles.

Ocean Beach—Reached by electric car, Fourth and Broadway.

La Jolla—Steam trains and gasoline motors, Fourth and Broadway. An attractive resort.

Coronado Islands—Reached by boat. Mexican possessions.



Engraved by Pacific Photo Engraving Co. San Diego

SAN DIEGO HAS

Ninety thousand population.
Unexcelled educational facilities.
Perpetual sunshine.
Water system owned by city.
A harbor equal to New York.
Finest salt water fishing.
Fifty-four churches.
Seventy miles of street railway.
Twelve banks, capital $3,000,000.00; deposits $23,000,000.00.
Art League.
Floral Association.
A commission form of government.
Fifteen thousand telephone subscribers.
Fresh vegetables and fruits every day in the year.
500,000 acres of unimproved land in the county.
Trebled in population in the last five years.
Fourth city in population in California.
Nine improvement clubs and federation.
Thirty-nine state societies and federation.
A 10,000,000 gallon per diem water filtration and aerating plant.
State Normal School, $200,000.00.
Polytechnic School, $200,000.00, capacity 750.
High School, $315,000; forty instructors; over 1,000 attendance.
Twenty-two square miles of anchorage ground in harbor.
Two hundred manufacturing industries in operation.
$500,000.00 improvements by the Santa Fe Railroad.
Nearest port of entry for the trade of the Orient.

One great transcontinental railroad, another one building and a third in prospect.

Harbor deep enough to admit the largest ships afloat.

Historically of first interest on Pacific Coast.
Largest all-the-year-round resort hotels in the world.

More automobiles in proportion to its population than any other city in America.

Most direct route from Pacific Coast to the Eastern and Middle Western States.

$150,000 Y. M. C. A. building just completed, which amount was raised in twelve days' canvass.

The future New York of the Pacific Coast, and the most promising field for home building in America.

Roads good every day in the year, and all roads lead to the blue waters of the Pacific.

Three daily newspapers and several weekly newspapers.

First port of call from the Panama Canal.

Raised $4,800,000.00 for development purposes in one year.

Two thousand acres of park lands now valued at $5,519,000.

Purest and cheapest water (mountain) of any city of its size in Amer ict.

Twenty-three hotels; two of which cost $3,500,000.00.

One of the best libraries in the country, a depository for U. S. Government Documents.

Twenty-one theatres.

The place where thousands of European tourists will land, who now never get west of the Rocky Mountains.

Largest and best equipped aviation field and training school for aviators in America. Birdmen in the sky every day in the year.

An average wind velocity of five miles an hour in January.

Railroad terminal, ocean outlet and nearest banking metropolis of the great Imperial Valley of SouthernCalifornia, and the wonderful Salt River Valley of Arizona.

Distributing point and controlling factor in the development of Lower California.

Ninety-seven secret orders and fraternal societies, four of which have expensive club and lodge rooms, viz: Elks, Masons, Knights of Pythias and Eagles.

Twenty-four public schools, value $1,559,000.00, and employing 250 teachers.

Record fo r1912—Greatest building gain per capita of any city in the world.

J. H. EVITT & Co. Exposition Builders and Contractors, 731 Bdwy

LIFE INSURANCE AND SOCIAL WELFARE

The large insurance companies today realize that they have a duty to the public aside from that of paying death claims and that they must make systematic and scientific efforts to preserve and prolong the lives of their policy-holders. With this in mind, The Metropolitan Life Insurance Company has inaugurated a comprehensive system of welfare work for its eleven million policy holders. It has established a Visiting Nurse Service with eighteen hundred centers throughout the United States and Canada. It has provided for periodical medical examination for certain of its policy holders and has in other ways developed its campaign for better personal and civic hygiene. These benefits are free to the policyholders. The Company has also provided for its seventeen thousand employees by maintaining a tuberculosis sanatorium at Mt. McGregor in the Adirondack Mountains, by conducting educational courses for their improvement and in other ways making life for them easier and more hopeful.

In order to place these phases of its administration clearly before the public, the Company has emphasized them in concrete form at the Panama-California Exposition.

The Company's exhibit covers about eighteen hundred square feet of floor space in the Science and Educational Building. It has been planned by a skillful architect and attracts attention through the artistic use of light, color, and form. Two Metropolitan towers are the keynote of the design and help support a roof of beautifully colored cathedral glass. In the interior the walls are covered with a large number of illustrated charts and colored glass pictures, or transparencies, which describe in detail the various phases of the Company's Welfare Work.

One section describes the Visiting Nurse Service and the other methods which the Company has developed for prolonging the lives of its many policyholders. A large relief map of the United States and Canada shows graphically the location of the eighteen hundred centers where the service is established. Each town and city is shown on the map by a tiny electric lamp which flashes out its signal at frequent intervals. Reference is also made to the Health and Happiness League of the Company and to the many pamphlets on hygiene which are distributed among the policyholders.

Another section of the exhibit depicts the Company's relation to its seventeen thousand employees. The charts explain the luncheon service for employees, the education activities, the Staff Savings Fund and other features which it hopes will serve as an example and encouragement to all other large employers in America.

An exact reproduction of the Company's sanitorium at Mt. McGregor shows the many buildings which dot the 415 acre tract in the foothills of the Adirondack Mountains. In reality this model constitutes an exhibit in itself, each building being lighted up by a tiny electric lamp.

The Metropolitan has also provided rest rooms and writing tables at one end of their exhibit. Here one may rest or write, correspondence paper being provided. Representatives of the Company, including a trained nurse, are in attendance and are ready to answer all questions with reference to the Company's many interesting works.

You Should see

The Welfare Exhibit

of the

Metropolitan Life Insurance Company

in the

Science and Educational Building

TO LEARN

What Life Insurance Does Today

Beautiful La Jolla by the Sea

Summer and Winter Resort----Nature's Fairy Land

Cars leave ticket office, Fourth Street, between Broadway and C Street

WEEK DAYS---7.10, 9, 10, 11 a. m. 1.15, 2.15, 4.10, 5.20, 6.35, 11 p. m.

Saturday 9:15 p. m. also

SUNDAY---7.45, 9, 10, 11, 11.20 p. m. 1.15, 2.15, 3.20, 5.20, 6.35, 9.15 p. m.

Los Angeles & San Diego Beach Ry.

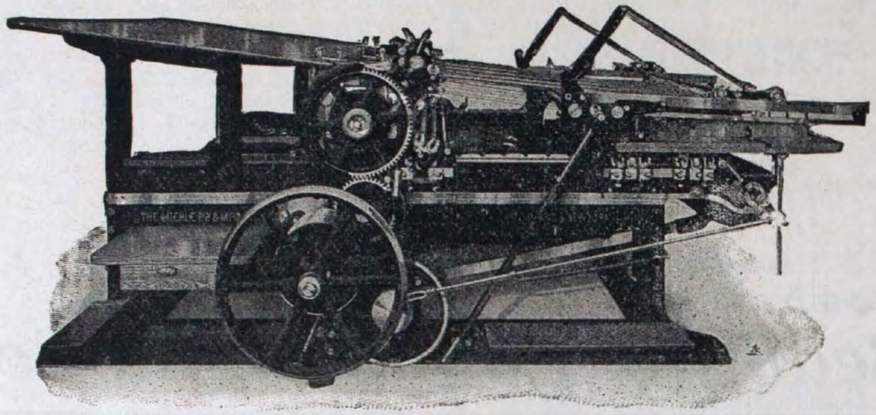
"La Jolla Line"

Ticket Office, 1032 4th Street, San Diego

This program is printed daily at the Post Card Arcade on the Isthmus and is a product of the

Miehle Printing Press

of Chicago



can be seen in operation daily by anyone interested. Members of the printing fraternity especially invited to call

Visiting Printers----

Should call at the Post Card Arcade on the Isthmus and inspect the most modern printing machinery in daily use in Southern California. The 10x15 Job Presses and Power Paper Cutting Machine, made by

THE

Chandler & Price Company

of Cleveland, Ohio,

can be seen in operation at all times. We're glad to answer questions and demonstrate the money-saving qualities and labor-saving devices of the

Chandler & Price Power Paper Cutters and Printing Machinery